



EveryDoctor Annual Report

January – December
2021

EveryDoctor is a not-for-profit membership organisation of doctors and NHS supporters, and we receive feedback from the NHS frontline daily, via the 25,000 doctors in our private forum. We advocate for the safety and well-being of every doctor, NHS worker and patient.

Find out more: www.everydoctor.org.uk  @EveryDoctorUK  @everydoctor_uk

About Us

EveryDoctor Ltd is a doctor-led campaign organisation fighting for a better NHS.

EveryDoctor's overriding objective is to campaign nationally (and internationally where relevant) for a better and safer National Health Service ("NHS") for staff and patients.

Our Companies House number is 11695500.

We achieve this by

- Campaigning for the NHS to be appropriately funded so that every patient receives world class, gold standard care (in accordance with the National Institute for Clinical Excellence guidelines in the UK or peer-reviewed equivalents where no such guidelines exist).
- Campaigning to ensure that the NHS is publicly funded, free at the point of use and is never run by for profit organisations, corporate or otherwise.
- Campaigning for the writing off/paying down of all Private Finance Initiative incurred NHS debt.
- Campaigning for NHS staff to work in conditions which comply with all national and international (as applicable) laws and best practice standards (including those enacted by the British Standards Institute and the Technical Committee of the International Organisation for Standardisation), relating to employment, health, safety and wellbeing.
- Campaigning to eliminate discriminatory practices against doctors and patients on the grounds of any "protected

characteristic” as defined by the Equality Act 2010 (or any superseding legislation).

- Committing to minimise the impact of our work on the environment.
- Challenging misleading media messaging about health, doctors, other NHS staff, and the NHS and promoting fair, evidence-based thinking in health-related policy and in the press coverage it attracts.

Statement from our Chief Executive Dr Julia Patterson

2021 was an incredibly challenging year for our community of doctors. I feel incredibly privileged to have led EveryDoctor during an extraordinary, and extraordinarily difficult period. There have been many campaign successes, and yet each has come amidst pain, trauma, and at times desperation for members of our community.

Because of this, despite my enormous pride at what our community has achieved together during the pandemic, it has also been incredibly important to consider what our members and wider network need next from EveryDoctor. Our 3rd anniversary in January provided an opportunity to reflect on our progress so far, and to make plans for our future. We will do our best to advocate for our members, support their needs and amplify their voices to the best of our ability as we move forward as a community.

We hope to continue to grow our team and our scope of work, while staying true to our mission. We also hope to continue collaborating with other organisations with shared aims to fight for a better NHS.

The Team



**Dr Julia Grace Patterson MBBS
iBSc (1st hon) MRCPsych**

@JujuliaGrace

Julia is the Founder and Chief Executive of EveryDoctor. Julia qualified as a doctor in 2010 and isn't currently working clinically.



**Dr Georgina Wood MBBS
MRCP(UK) MRCP(Oncology)
BSc(hons) MSc PhD**

@DrMusical

Georgina is a doctor who is completing her specialist training in oncology in London. She is a registrar and has a PhD in tumour biology.



Hannah Dewhirst, Campaigner

@HanKD667

Hannah has run campaigns for membership-led organisations and charities for the past five years, on a range of social and economic justice issues.



**Dr Megan Smith LLB, Barrister,
MBBS, FRCA**

@megs1970

Megan is the Head of Law and Policy at EveryDoctor. She is a barrister and a consultant anaesthetist at a major teaching hospital.



**Dr Smriti Tandon MBBS,
Primary FRCA, PGDip Medical
Law**

Smriti is EveryDoctor's Research Fellow and supports Meg with our legal advice service. She qualified as a Doctor in 2009 and isn't currently working clinically.



**Jess Robjohns, Team Executive
Coordinator**

Jess is our Team Executive Coordinator. She previously worked in the TV industry as a Researcher on a variety of shows.

EveryDoctor is a doctor-led organisation. We have 3 co-directors: Dr Julia Patterson, Dr Georgina Wood and Dr Megan Smith. We employ a team of staff with a range of backgrounds and skills to strategise, coordinate and enact our powerful campaigns.

EveryDoctor is also supported by a team of freelance staff who manage our merchandise and advise on several areas including strategy and press.

Our impact in numbers

491 pieces of press coverage

from a range of outlets including BBC News, The Independent, Sky News, The Evening Standard, The Guardian, The BMJ, ITV News, The Mirror and Byline Times, alongside dozens of radio + TV interviews.



BBC NEWS 09:10



INDEPENDENT

I'm a doctor, yesterday I took the government to court over PPE - this is what happened

NHS workers have shared horrifying stories with me during the pandemic - my colleagues and I vowed to hold the government to account for its failings

Dr Julia Patterson



TIMES RADIO 

Dr Emily Ball

Basically, the NHS as a system, is broken now.



Mirror

The Government response to Covid-19 has been described as "completely chaotic"

Doctors warn UK could suffer another pandemic and Government must act now

EXCLUSIVE: EveryDoctor is taking the Government to court this week over their Covid-19 response and is urging them to launch an urgent pandemic group

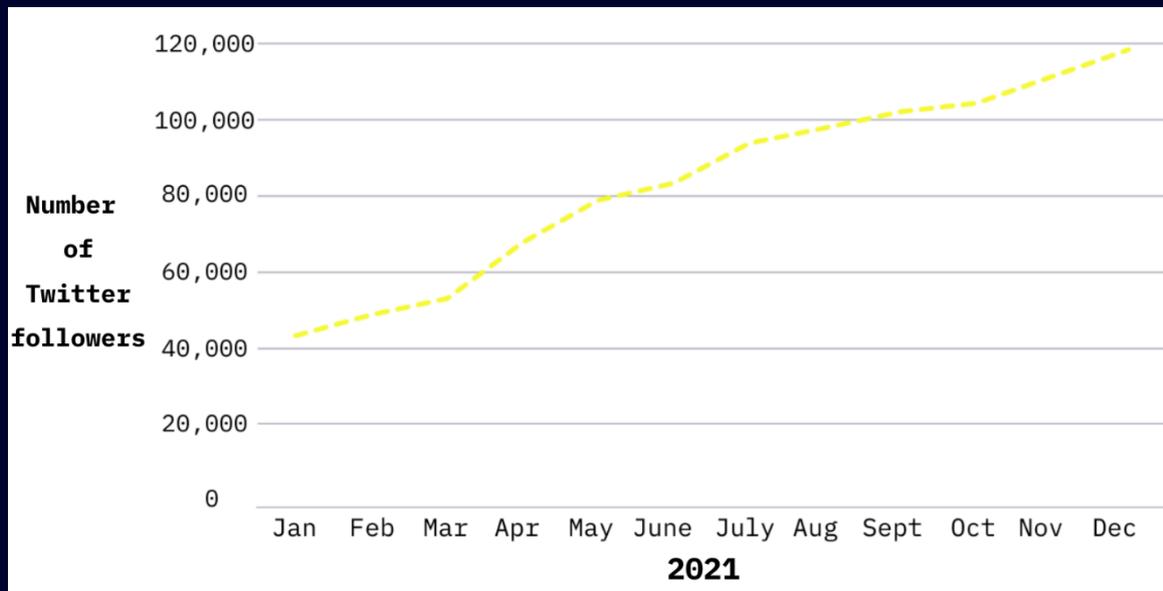
42 doctor members supported through our legal service.

6 online briefings events for parliamentarians and the press.

87,000+ signatures collected for online actions.

Including over **12,000** letters to MPs, sent within 48

hours for the Health & Care Bill's second reading, to #ScrapNHSBill.



3x tripled our Twitter following.

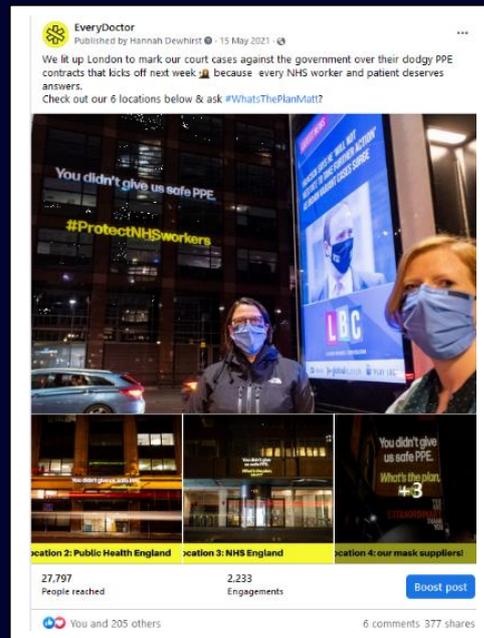
Hand-in-hand with Julia's account (@JujuliaGrace) by the end of 2021 we regularly reached over 300,000 people every day.

30,350 people on our mailing list.

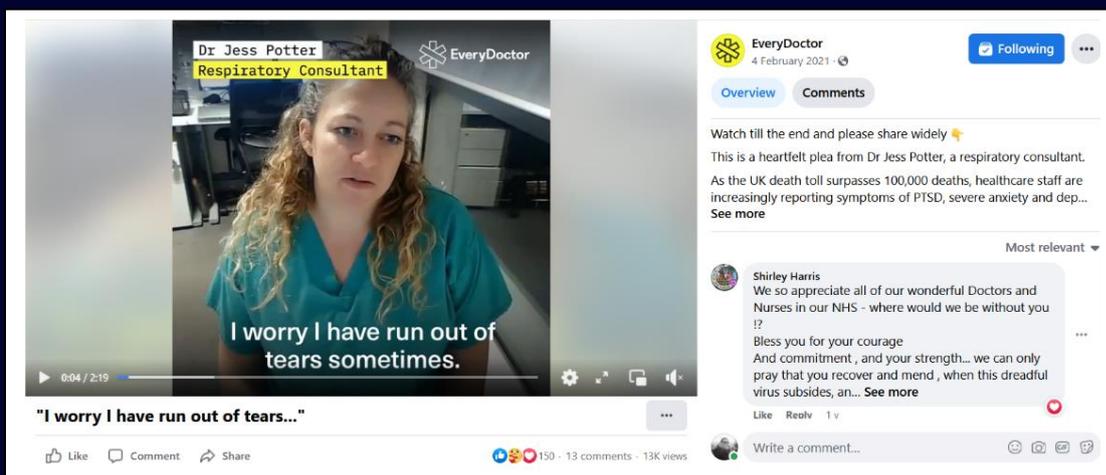
Best performing posts

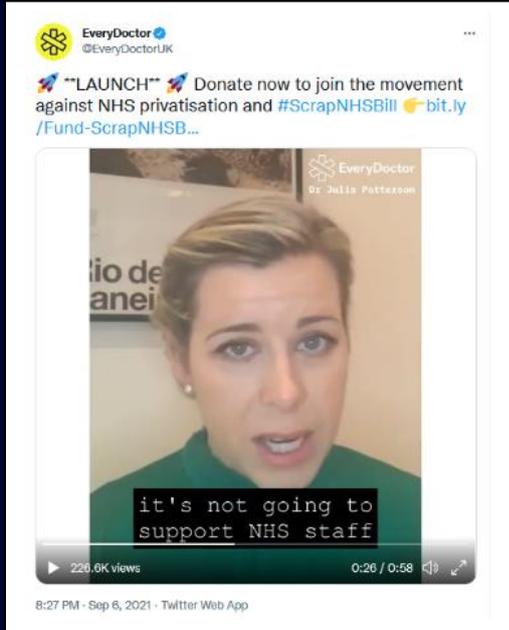
27.8k people saw our #WhatsThePlanMatt? action on

Facebook and we trended **No. 1** on UK Twitter.



Over **2k** people shared Dr Jess Potter's video on Facebook.





Our crowdfunder launch reached

915k Twitter accounts.

While our projection on parliament got

5,000+ likes on Twitter

and **1,800** views from our

growing following on Instagram.



2021 was another incredibly difficult year for the NHS. The campaign issues we focused on covered a wide range of topics, and often required a rapid response in the media, and urgent strategic planning in order to secure urgent change.

January

With COVID-19 cases sky-rocketing and the government paralysed by inaction, thousands of us began 2021 by demanding that Parliament be recalled early from the winter recess. We called on the Health Secretary Matt Hancock to present his pandemic plans immediately. In the same month, as part of our ongoing campaign to #ProtectNHSWorkers, we launched our Vaccinate Now! campaign at a briefing with dozens of MPs to call for immediate vaccinations for all frontline NHS staff - within 24 hours they changed the policy¹, a huge victory.

February

We wrote an open letter to Boris Johnson in The Guardian² calling for an urgent Trauma Recovery Plan for the NHS workers who had endured so much on the frontline of the pandemic.



More than 50 MPs and journalists from The Times, The Independent, ITN and Al Jazeera attended our accompanying briefing to hear firsthand about the mental health crisis amongst NHS staff. We shared powerful testimony from doctors like Dr Jessica Potter³. Soon after, the Government announced a £500 million mental health action plan to help NHS staff⁴, and NHS England said it would set up 40 mental health hubs, free for NHS staff, across the country⁵.

March

NHS workers have suffered real terms pay cuts of up to 30% since 2010. Lots of groups were speaking out about this, and so in March we also launched a joint campaign with Nurses United: #NHSPay15 – to demand a 15% across the board pay rise for all NHS staff. 15 MPs went on to sign our pledge.

April

We ran our biggest parliamentary briefing yet. 82 MPs and staffers attended: “Is the NHS being privatised? EveryDoctor explains”; a brief history of how privatisation has been creeping into our NHS for three decades.

In April we also came runner-up in the Sheila McKechnie Foundation’s award for best coalition campaign for our #ProtectNHSWorkers campaign⁶; which brought 104 MPs together to lobby for NHS worker protections including PPE.



May

May marked the start of our High Court trial with our partners Good Law Project, against the government over their dodgy PPE contracts. By this point, 880 health and social care workers had already died from COVID-19. So many of our colleagues fought on the frontlines with insufficient or out-of-date PPE, others had none at all. To highlight these vital legal cases, we lit up buildings across London, almost 17,000 of us demanded [#WhatsThePlanMatt?](#)⁷ and our hashtag trended at number 1 across the whole of UK Twitter.

So many NHS workers are still waiting to feel safe and supported in their workplaces. The pandemic is not over.



June

After Dido Harding vowed to end England's reliance on foreign doctors and nurses if she became the next Chief Executive of NHS England⁸, we couldn't let this comment go unchecked. We responded

by launching our #InclusiveNHS statement. Within a few weeks, Dido Harding had been eliminated as a candidate for the role, and announced she'd step down from her remaining role as NHS Improvement chair in the autumn⁹.

July

We began our #ScrapNHSBill campaign as the Health and Care Bill arrived in the House of Commons for its second reading. We, and other campaigners, recognised that this Bill would accelerate NHS privatisation, remove the statutory duty for any public body to arrange hospital services, centralise more power in the hands of the Health Secretary, and provide no additional support for current staff or any new funding. Our community made our message to politicians loud and clear by sending more than 12,000 emails to MPs in less than 48 hours. While the Bill passed, on that very day Labour frontbench politicians came out stronger in opposition than they ever had before, and the BMA finally came out in full opposition as well.

August

As the pandemic continued, ongoing and escalating pressures in primary care started to gather more national attention. Rather than offering a true analysis of the situation, or support for overstretched surgery staff, many news outlets responded with a barrage of negative attacks on GPs. EveryDoctor responded immediately by publishing rebuttals to several of these, which had come from The Times¹⁰, Spectator¹¹, Daily Mail¹² and The Telegraph¹³.

Following this raft of media attacks, as an act of support and solidarity we also asked our community to share their positive stories of primary care¹⁴. We were overwhelmed by the number of supportive responses we received, gathering over 300 from Aberdeen to the Isle

of Wight, and we shared these testimonials across our social media platforms and with a blog post on our website.



September

We launched our most successful crowdfunder ever¹⁵, as part of our #ScrapNHSBill campaign, raising almost £70,000. This boosted our team’s capacity to reach out to politicians across both Houses, funded polling so we could evidence the weight of public feeling against NHS privatisation + outsourcing, and helped us run a number of high profile stunts; including not one but two ad van actions around central London.



9:53 AM · Sep 16, 2021 · Twitter for iPhone

October

We visited the headquarters of eight private healthcare companies to share some facts about the true cost that privatisation is already having on our NHS¹⁶.



October also saw us continue to bring the facts about the crisis in primary care to light with a parliamentary and press briefing¹⁷. 37 MPs, staffers and journalists came along to hear from three frontline GPs and EveryDoctor Members; Drs Emily Ball, Alison Hobbs and David Mark Thornton. Catch up on the full recording on our YouTube channel¹⁸.

November

As pandemic pressures continued unabated and NHS staff found themselves with no extra support, we kept up the pressure on the Secretary of State for Health and Social Care. Over 23,000 people signed our petition to #DemandJavidsPlan. This was a demand for the Health Secretary to share solutions and plans for action to bolster

our public health service. While Sajid Javid did not reply, we will continue all efforts to hold our new Health Secretary to account.

Also in November, our #ScrapNHSBill campaign continued apace, as the Bill had its third vote in the House of Commons. Our hashtag trended on Twitter, we ran our very first public webinar to share a brief history of NHS privatisation and highlight how this Bill would make matters even worse, and took our message straight to politicians with a projection on the Houses of Parliament. While the Bill passed the following day it did so by a far smaller majority than predicted. Opposing this Bill is just one part of our ongoing campaign to halt and reverse NHS privatisation.



December

The NHS' worst winter crisis on record began to bite. As the government continued to publicly announce more work for GPs with no warning (or additional support) with another vaccine rollout, EveryDoctor member and GP Dr Emily Ball appeared on BBC News¹⁹. She also shared her story at our parliamentary and press briefing: The Domino Effect²⁰; where we outlined seven interconnected crises

which, like dominoes, threatened to topple our entire public health service.

We ended the year much as we began: extremely busy and facing an uncertain point for the future of the NHS. With concerns about Omicron and other potential COVID-19 variants, rising waiting lists and winter pressures weighing heavily on our members' minds, we enter the new year with a renewed dedication to our work advocating for patients and staff in 2022.

Legal Service

EveryDoctor offers free and independent legal advice to our doctor members. Since launching back in October 2020, our qualified barrister (and consultant anaesthetist) Dr Megan Smith has helped more than 50 EveryDoctor members through many complex and difficult situations. Our legal service is just one of the many ways that EveryDoctor is fighting to improve the working lives of doctors. Doctors can only care for patients to the best of their ability if they're supported too.

We were pleased to welcome Dr Smriti Tandon to the legal team in September 2021, taking our legal support team capacity to new heights, and we have been delighted to secure dozens of positive outcomes for members across the year. Here are a few examples:

Ben; Consultant, Cornwall

- *“My husband, Ben, reached out to EveryDoctor after receiving a negative response to his initial ill health pension application...Meg not only converted legal and pathway jargon into a language we could understand but was instrumental in writing responses on our behalf, challenging areas of inaccuracy and identifying documentation errors... nearly 2*

years after we started the process, we finally got the news we had hoped for... There is no doubt that without Meg's input, we would not be in the position we are today. I would recommend EveryDoctor to anyone."

Karyn; GP partner, Scotland

- *"Both Megan and Smriti were professional, helpful, courteous and most importantly honest throughout. The issue was resolved fully and beyond my own initial expectations. I am in no doubt that without Dr Smith's help this would not have happened. And quite simply if I had to engage a solicitor or barrister as an individual this would have cost me exorbitant fees and the outcome would not have been as successful. The success in my case was wholly and singularly down to the legal team from EveryDoctor."*

Soumitri; GP, West Midlands

- *"I contacted EveryDoctor as a Member for help with this issue, and thankfully they have helped and guided me."*

Louise, GP, East Midlands

- *"Megan was incredibly supportive, informative and helpful when I was receiving some challenging emails from my GP partners while off sick with depression. It can be lonely to be a partner off sick as you don't have the same employment rights or support as an employee. Megan helped me to feel that someone "had my back" during a really difficult time."*

Governance

EveryDoctor is, and has always been a not-for-profit company limited by guarantee. The company has three directors (Dr Julia Patterson, Dr Georgina Wood and Dr Megan Smith) and is registered in England and Wales (registration number 11695500). All of the

documents relating to corporate governance are publicly available and can be found on the Companies House website here:

<https://find-and-update.company-information.service.gov.uk/company/11695500>.

EveryDoctor has no shareholders and every single penny that the organisation raises (whether from membership subscriptions, one-off donations, merchandise revenue or any other source) is invested in achieving our aims and objectives.

This year the company took the step (not required by law for not-for-profit companies) to write this crucial principle expressly into the organisation's legally binding rules (its Memorandum of Association): this is fundamental to what we do and we want this commitment to be loudly (and proudly) stated publicly.

Corporate social responsibility

EveryDoctor upholds the highest standards of verified social and environmental performance, public transparency and legal accountability across everything we do.

We're an inclusive employer, which means we are proactive in creating a culture and adopting practices that recognise, respect and value differences for everyone's benefit. Diversity and inclusion are present in all aspects of our work, from how we build our team to the issues that we campaign on and the support we provide to doctors across the UK.

We apply the same standards and values to all those we do business with - from employees to suppliers and partners. We seek to work with suppliers and partners who deliver outstanding value, and

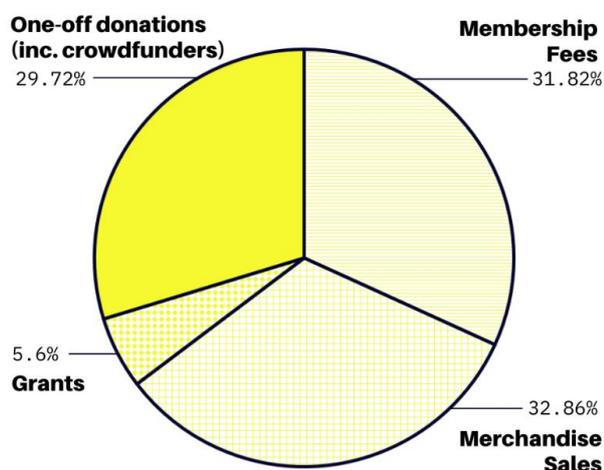
sustainability will play an ever-increasing role in how we define this value; see Sourcing Code below.

Key Principles of our Sourcing Code

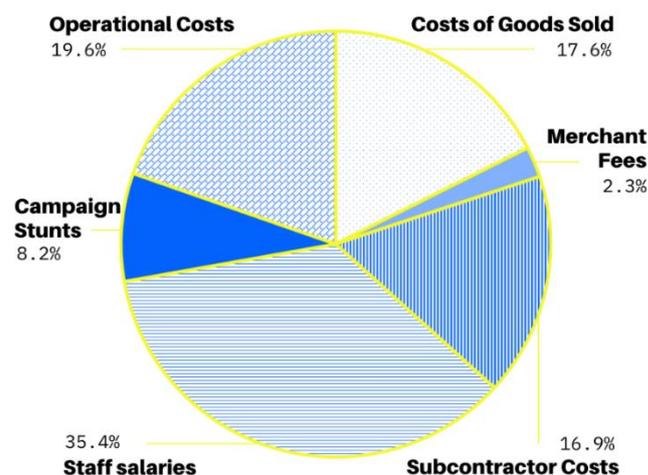
1. **Health and wellbeing:** taking into account the welfare of our people and those directly and indirectly affected by our choices, including those involved in our value chain.
2. **Responsible sourcing:** adhering to recognised environmental, social and ethical requirements and standards, and always behaving with integrity and fairness.
3. **Minimal environmental impact:** optimising resource efficiency, avoiding waste and pollution, protecting biodiversity and driving positive climate action.
4. **Transparency:** applying transparent governance and reporting processes across our business, free from corruption or bribery.

Finances

Total income: £530,620.39



Total expenditure: £461,356.60



Retained profit as of December 2021: £123,002.54.

All retained profit is earmarked for reinvestment in the organisation.

All our accounts are prepared and reviewed by our accountants at Accounts and Legal²¹.

Profit and Loss

Every Doctor Ltd For the 3 months ended 31 December 2021

	OCT-DEC 2021	JUL-SEP 2021	APR-JUN 2021	JAN-MAR 2021	TOTAL
Turnover					
Grants	(279.40)	-	-	30,000.00	29,720.60
Membership Fees	46,743.90	45,889.87	33,425.18	42,368.45	168,427.40
Merchandise Sales	48,000.76	26,666.64	67,250.50	32,437.84	174,355.74
One off donations	45,031.39	51,735.81	29,525.42	31,423.23	157,715.85
Paypal Sales - Membership Fees	-	-	-	400.80	400.80
Total Turnover	139,496.65	124,292.32	130,201.10	136,630.32	530,620.39
Cost of Sales					
Cost of Goods Sold	15,830.00	31,820.67	14,436.50	18,896.00	80,983.17
Merchant Fees	2,669.21	2,644.70	3,077.90	2,257.45	10,649.26
Subcontractor Costs	14,871.11	24,879.74	21,811.03	16,531.07	78,092.95
Total Cost of Sales	33,370.32	59,345.11	39,325.43	37,684.52	169,725.38
Gross Profit	106,126.33	64,947.21	90,875.67	98,945.80	360,895.01
Administrative Costs					
Audit & Accountancy fees	1,095.75	1,095.75	1,043.25	953.25	4,188.00
Bank Fees	48.80	47.60	36.20	26.20	158.80
Bank Revaluations	23.77	20.02	-	-	43.79
Books & training material	22.70	156.22	130.35	228.00	537.27
Campaign Stunts	6,450.00	6,522.18	18,420.00	6,500.00	37,892.18
Charitable Donations	-	-	-	500.00	500.00
Consulting	625.00	2,375.00	-	600.00	3,600.00
Corporation Tax	15,738.08	-	-	-	15,738.08
Depreciation Expense	183.73	155.88	130.28	10.63	480.52
Employers National Insurance	7,394.16	4,077.49	-	2,789.65	14,261.30
General Expenses	387.93	229.30	57.50	390.89	1,065.62
Insurance	(1,631.70)	2,902.46	-	1,080.00	2,350.76
Interest Paid	-	-	-	41.84	41.84
IT Software and Consumables	1,729.57	4,984.69	893.71	1,200.27	8,808.24
Pensions Costs	5,440.14	4,878.90	4,131.97	720.32	15,171.33
Postage, Freight & Courier	1,651.30	2,544.43	4,665.06	2,061.21	10,922.00
Printing & Stationery	1,582.67	177.42	803.03	259.00	2,822.12
Rounding	-	-	0.13	-	0.13
Salaries	62,425.16	45,581.79	31,372.17	23,875.00	163,254.12
Staff Training	100.00	-	-	-	100.00
Storage Costs & Space Hire	442.08	575.48	520.00	1,183.23	2,720.79
Subscriptions	2,360.98	1,236.45	1,350.37	509.99	5,457.79
Telephone & Internet	-	119.07	94.90	155.72	369.69
Travel	276.37	81.75	73.73	-	431.85
Use of Home	156.00	156.00	208.00	195.00	715.00
Total Administrative Costs	106,502.49	77,917.88	63,930.65	43,280.20	291,631.22

	OCT-DEC 2021	JUL-SEP 2021	APR-JUN 2021	JAN-MAR 2021	TOTAL
Operating Profit	(376.16)	(12,970.67)	26,945.02	55,665.60	69,263.79
Profit on Ordinary Activities Before Taxation	(376.16)	(12,970.67)	26,945.02	55,665.60	69,263.79
Profit after Taxation	(376.16)	(12,970.67)	26,945.02	55,665.60	69,263.79

Balance Sheet

Every Doctor Ltd
As at 31 December 2021

	31 DEC 2021
Fixed Assets	
Tangible Assets	
Computer Equipment	2,939.33
Less Accumulated Depreciation on Computer Equipment	(480.52)
Total Tangible Assets	2,458.81
Total Fixed Assets	2,458.81
Current Assets	
Cash at bank and in hand	
Starling Account	98,987.91
Tide Current Account	33,156.76
PayPal	526.85
Total Cash at bank and in hand	132,671.52
Accounts Receivable	50.00
Prepayments	1,654.37
Stock held	10,000.00
Stripe control account	8,918.40
Total Current Assets	153,294.29
Creditors: amounts falling due within one year	
Accounts Payable	6,505.51
PAYE Payable	(4,615.95)
Pensions Payable	(23.72)
Provision for Corporation Tax	14,826.64
VAT	16,058.08
Total Creditors: amounts falling due within one year	32,750.56
Net Current Assets (Liabilities)	120,543.73
Total Assets less Current Liabilities	123,002.54
Net Assets	123,002.54
Capital and Reserves	
Current Year Earnings	69,263.79
Retained Earnings	53,738.75
Total Capital and Reserves	123,002.54

Plans for 2022

- We are currently building an EveryDoctor membership hub online, to provide our community with a specific space to connect with one another.
- We will be running a series of member events in our online hub.
- We will begin meeting members and supporters face-to-face, at events around the UK.
- We will continue to grow our team of media spokespeople from a range of medical backgrounds.
- We will continue to run MP briefings on topics of importance to UK doctors and patients.
- We will continue to run powerful campaigns to harness and amplify the voices of UK doctors, to secure positive change for NHS staff and patients.
- We hope to continue collaborating with other organisations with shared aims.
- We hope to grow our community of doctors, medical students and NHS supporters, both online and in-person.

References

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